

Simon Kulkov

Lead Product Designer · Enterprise SaaS & Data Platforms · 10+ years

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PROFESSIONAL SUMMARY

Product designer who builds clarity into complex systems. 10+ years of experience shaping enterprise SaaS and data platforms — from API-driven integrations and developer-facing tools to customer-facing flows for non-technical stakeholders. I combine user research with pragmatic engineering familiarity (CI/CD, Docker, GitLab, Linux) to ship practical, high-impact product solutions.

PROFESSIONAL EXPERIENCE

Career Break / Paternity Leave

Dec 2025 – Present

Taking intentional time for family and selective exploration of AI workflows, automation, developer tooling, and hardware/software experimentation after more than a decade in enterprise SaaS and platform design.

Currently evaluating the next opportunity with an emphasis on thoughtful execution, product quality, and long-term impact.

Grab — *Lead Product Designer, Data Technology Domain*

Sep 2024 – Nov 2025

Responsible for design strategy and execution across Data Observability, Data Discovery, and Data Governance for Grab's large-scale data platform. I partner with data engineers, data scientists, and platform teams to make data trustworthy, discoverable, and operationally clear.

Selected achievements

- Increased the number of certified (high-quality) datasets via certification flows and data contracts, improving trust and downstream adoption.
 - Reduced Data Production Issues (DPIs) by improving observability tooling and operational workflows.
 - Improved setup and onboarding flows for data-quality checks, reducing configuration errors and failed tests during adoption.
 - Worked with engineers on improving visibility and operational workflows around pipeline scheduling, delays, and observability dependencies.
 - Improved DPI troubleshooting flows (Slack + product) to speed up detection and resolution.
 - Worked closely with platform teams on AI APIs, internal SDKs, and shared components, and supported rapid prototyping via GitLab CI/CD.
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Miro — *Senior Product Designer, Enterprise*

Apr 2021 – May 2024

Owned end-to-end experience for enterprise customers (1,000+ users per account), focusing on security, integration, and scalable collaboration workflows.

Selected achievements

- Delivered enterprise security improvements — 2FA, advanced SAML settings, and managed account controls.
 - Designed and shipped a data classification engine aligned with enterprise security policies.
 - Built data discovery services that detect and help protect sensitive business information.
 - Designed connection flows for enterprise integrations (Splunk, OKTA Workflows, SIEM).
 - Created scalable access request management workflows supporting organizational growth and monetization.
 - Advocated for clear, understandable interfaces for complex enterprise functionality.
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Ansarada — *Lead Product Designer / Senior Product Designer*

Jun 2017 – Sep 2020

Led product design for Data Rooms — a strategic enterprise product area later acquired by Datasite. Worked across research, prototyping, and workflow design for secure M&A collaboration experiences.

Selected achievements

- Led design initiatives across the Data Rooms product space, contributing to company growth and acquisition.
 - Launched a beta content marketplace and collaboration/commenting workflows.
 - Designed a tender evaluation platform for legal and finance users.
 - Facilitated workshops and design process improvements across teams.
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Sentifi — *Senior UX Designer*

Dec 2016 – Jun 2017

Led the design team and improved engagement across fintech content widgets and media partner experiences. Worked on conversion optimization, registration flows, and homepage redesign initiatives.

Lazada (Alibaba Group) — *Senior UX Designer*

Apr 2015 – Dec 2016

Improved conversion and customer experience across Lazada web and mobile platforms for the Southeast Asia market. Led redesign and optimization initiatives across search, filtering, checkout, and promotional experiences.

Earlier Roles (summary)

2011 – 2014

UI and visual design roles across gaming, mobile, e-commerce, and startup environments — including Social Quantum, Bonobo Games, Akvelon, Night Promo, and Exodus Publishing House.

Worked on:

- Mobile game interfaces and gameplay UX
 - Early iOS and Android product concepts
 - E-commerce experiences and conversion-focused design
 - Branding, landing pages, and marketing systems
 - Collaboration with engineers on implementation and product workflows
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SKILLS & TOOLS

Design & Research

User research, workshops, design sprints, wireframes, prototyping, Figma, Axure, Miro, information architecture, interaction design.

Enterprise & Platform Design

Enterprise SaaS, governance systems, observability tooling, platform UX, developer-facing workflows, internal tooling, enterprise integrations.

Technical Familiarity

APIs, SDKs, GitLab CI/CD, Docker, Linux/CLI, N8N automation, Splunk/SIEM, OKTA workflows, AI APIs, LLM workflows.

Analytics & Product Insight

FullStory, Amplitude, Looker, Google Analytics, Snowflake, qualitative and quantitative product research.

EDUCATION

- IDEO U — Leading for Creativity (2019)
 - IDEO U — Storytelling for Influence (2018)
 - International Law Institute — Specialist Degree, Civil Law (2011)
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SPEAKING & COMMUNITY

Speaker and workshop facilitator at UXVN.ORG (2022), Robert Walters Design Talk (2021), Design 360 (2019–2020), and Ansarada TechMeetups.

Topics included:

- Design collaboration
- Customer research
- Cross-functional product processes
- Enterprise product design